

County of Fresno

Solid Waste Quarterly

A County-Wide Approach to Waste Management

“Recycle. It’s Good for the Bottle, It’s Good for the Can”



By now, you’ve probably heard or seen one of the new beverage container recycling messages currently being aired—like, “Recycle. “It’s good for the bottle, it’s good for the can.” The State of California Department of Conservation (DOC) has launched a state-wide advertising campaign to remind the public about the importance of recycling bottles and cans. With beverage container recycling rates in decline throughout California, the media blitz is just one facet of a broad program that the DOC is sponsoring to stimulate recycling. Other components of the program include non-competitive grant awards to cities and counties in California, the eligibility of more containers for the California Redemption Value (CRV) program, and new web sites for the education of the public, local governments, and businesses about the benefits of recycling bottles and cans.

New beverage containers that now qualify for refunds through the CRV program include non-carbonated soft drinks, such as Kool Aid Bursts, Horchata, SoBe Lizard Fuel, Yoo-hoo Chocolate Drink, Ginseng Gold and Fruit Stand punch. Vegetable juice beverage containers (16 oz. and under) also qualify, such as V8 Vegetable Juice, Hollywood Carrot Juice, and Campbell’s Tomato Juice. The CRV program will give back 2.5 cents on containers less than 24 ounces, and 5 cents on containers 24 ounces or larger when the containers are recycled at a certified recycling center. Consumers pay a deposit fee on beverage containers at the time of purchase, and the CRV program repays part of the deposit.

The State’s web sites that are available for public information, including a listing of all CRV-eligible containers, are www.bottlesandcans.com and www.consrv.ca.gov. The latter site contains more generalized and technical information, whereas the “bottlesandcans” site is designed to both entertain (via humorous flash animation graphics) and educate the public about recycling. The site also allows the visitor to enter his zip code to locate the nearest recycling center. The enclosed brochure offers more information about the beverage container recycling program. Questions can also be directed to the Resources Division office at 262-4259.

“The ‘Waste-Not’ Want Ads”

Let’s say that a large upholsterer quitting business in Northern California has yards of surplus foam but, being environmentally aware, doesn’t want to send it to the local landfill. In Central California, a new restaurant owner on a budget needs foam to refurbish his facilities for a grand opening. How do we help these two parties meet each other’s needs? By using the services of CalMAX, a materials exchange program, sponsored by the California Integrated Waste Management Board (CIWMB). It allows businesses, industries, and manufacturers to advertise available surplus materials that have been traditionally discarded. Conversely, it provides businesses, non-profits and institutions a means to advertise materials that they need and are looking for. The materials are made available at substantially reduced costs, and many times, they are offered free of charge. The interested parties are responsible for determining the fee.



There are several ways to access CalMAX services: You can visit the web site at www.ciwmb.ca.gov/CalMAX/. At the site, you will find a database of 15 separate classifications, for both submitting an “available” item and searching for a “wanted” item.



The database can be accessed 24 hours a day and the site provides links to other materials exchange web sites throughout California and North America. Secondly, you can request a CalMAX catalog, which is a published quarterly, with listings similar to traditional classified advertising. The catalog also provides information on reuse and a directory of organizations involved in reuse efforts throughout California. Finally, listings for “available” and “wanted” materials can also be submitted via a fax at (916) 319-7698. By calling the CalMAX program’s toll free number at (877) 520-9703, you can request a listings form, plus the form is available in the catalog.

Other components of the CalMAX program include MiniMAX, offering assistance to local jurisdictions sponsoring material exchanges programs, KidMAX, a listing of materials that are earmarked for California schools, and Special Matchmaking Assistance, to help locate or acquire specific materials.

Enclosed with this newsletter is a sample of a CalMAX catalog. In addition to the contact information listed previously, further assistance is available by calling the Resources Division office at 262-4259.



Recycle Ben Says . . .

Happy Holidays! Just a reminder to everyone about the importance of waste prevention during the time between Thanksgiving and the middle of January. Cultural celebrations of all kinds are traditionally held in homes, religious institutions, and businesses. It's very easy to generate more than the normal amount of trash in preparation for the festivities.

While shopping, you can create less waste by avoiding the purchase of over-packaged items, bringing along your own shopping bags and consolidating your purchases, buying only what you need, and looking for durable rather than single-use items. Why not pledge to create less waste in 2002, and challenge your family members and co-workers to do the same?

Wishing everyone a safe and joyous holiday season.

Used Oil Recycling Program

Here is an update of several components of the Used Oil Recycling Program:



Agricultural Used Oil Collection Program – Want to clean up your farm? Small growers in Fresno County can now take advantage of free collection of stockpiles of used motor oil and used oil filters. This is the first phase of the new Agricultural Used Oil Collection Program whose purpose is to offer a convenient way for growers to properly dispose of and recycle their used oil and filters. To date 2,125 gallons of oil and one 55-gallon drum of used oil filters have been collected from a total of seven participating

growers. After this initial pick-up, growers will be asked to utilize free agricultural used oil drop off centers that will be opening in early 2002 for future disposal of oil and oil filters.

High School Outreach – In a continuing effort to reach young drivers with the used oil and filter recycling message, Fresno County has, for the second year, contracted with the California Conservation Corps (CCC) to conduct classroom presentations on used oil recycling to high school students throughout Fresno County. The presentations will begin in February 2002 and continue through May. For information about this and other used oil programs in Fresno County, call Don Chapin at 262-4259.

Buy Recycled Catalog

The American Plastics Council has a free catalog available listing companies that manufacture recycled-content products for use in gardening and landscaping. Items range from clothing to building materials. To obtain a copy, visit their web site at www.plasticsresource.com or call 800-243-5970.



Mark Your Calendars

December 25, 2001. Christmas Day. County offices closed.

January 1, 2002. New Year's Day. County offices closed.

March 1-3, 2002. Fresno Home and Garden Show. Fresno Fairgrounds. For more information, call 1-800-897-7899.

March 13, 2002. Fresno Women's Network Net at Night Trade Show, "The Greatest Show on Earth." Radisson Hotel, 5 – 8 p.m. Call 449-2102 for details.

The "Solid Waste Quarterly" is produced by the County of Fresno Planning & Resource Management Department, Resources Division, to provide information about issues related to AB 939, the Integrated Waste Management Act of 1989. The Resources Division office is located at 2220 Tulare Street, 6th Floor, Fresno, CA 93721. Please visit our web site at www.fresno.ca.gov.